

Replacement Sheet

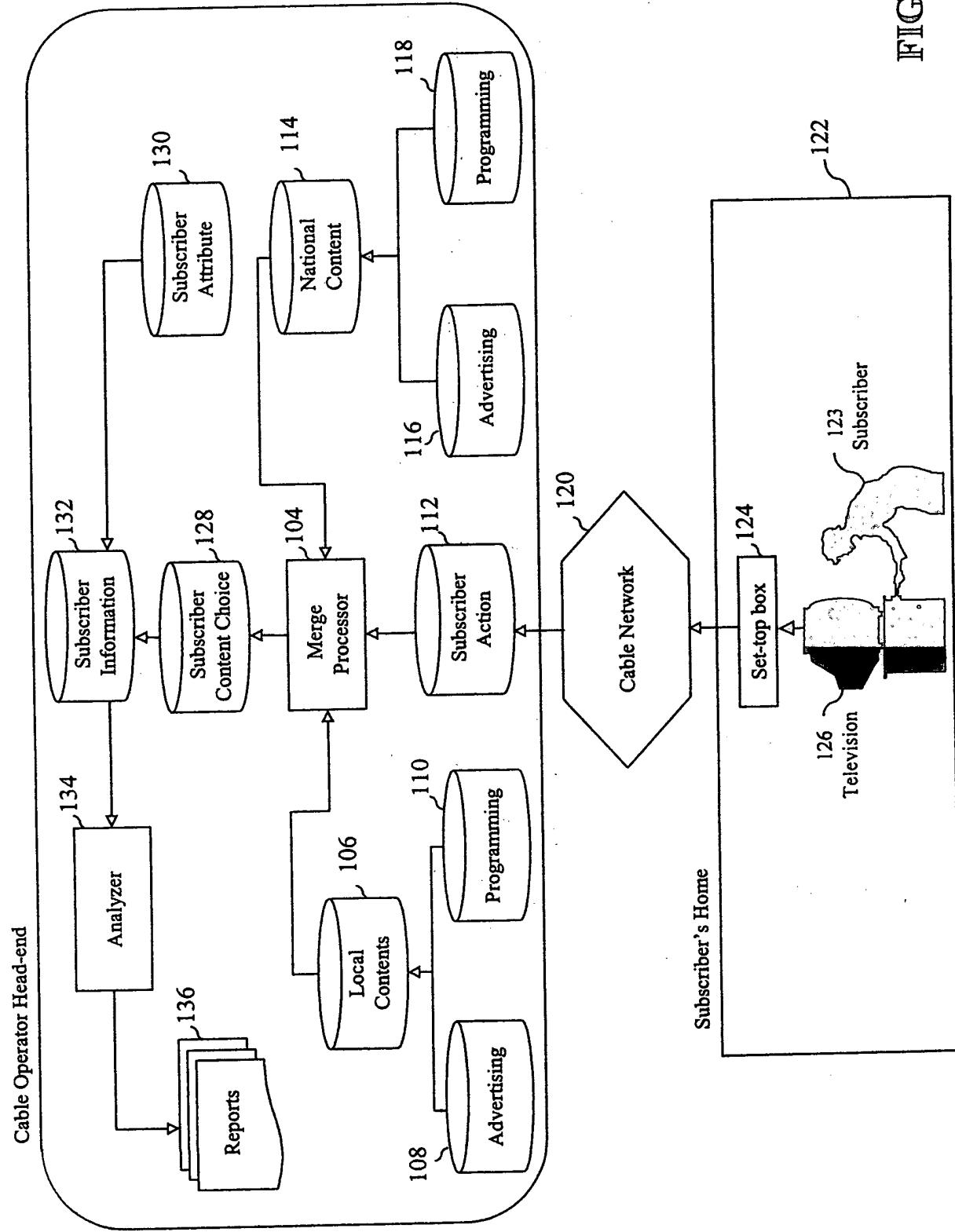


FIG. 1

Replacement Sheet

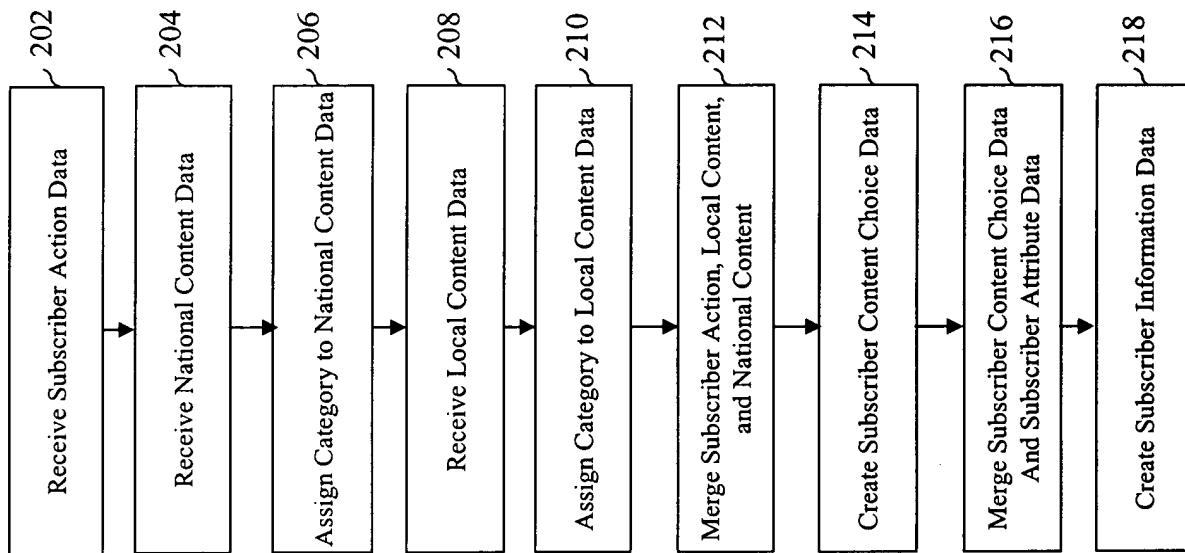


FIG. 2

Replacement Sheet

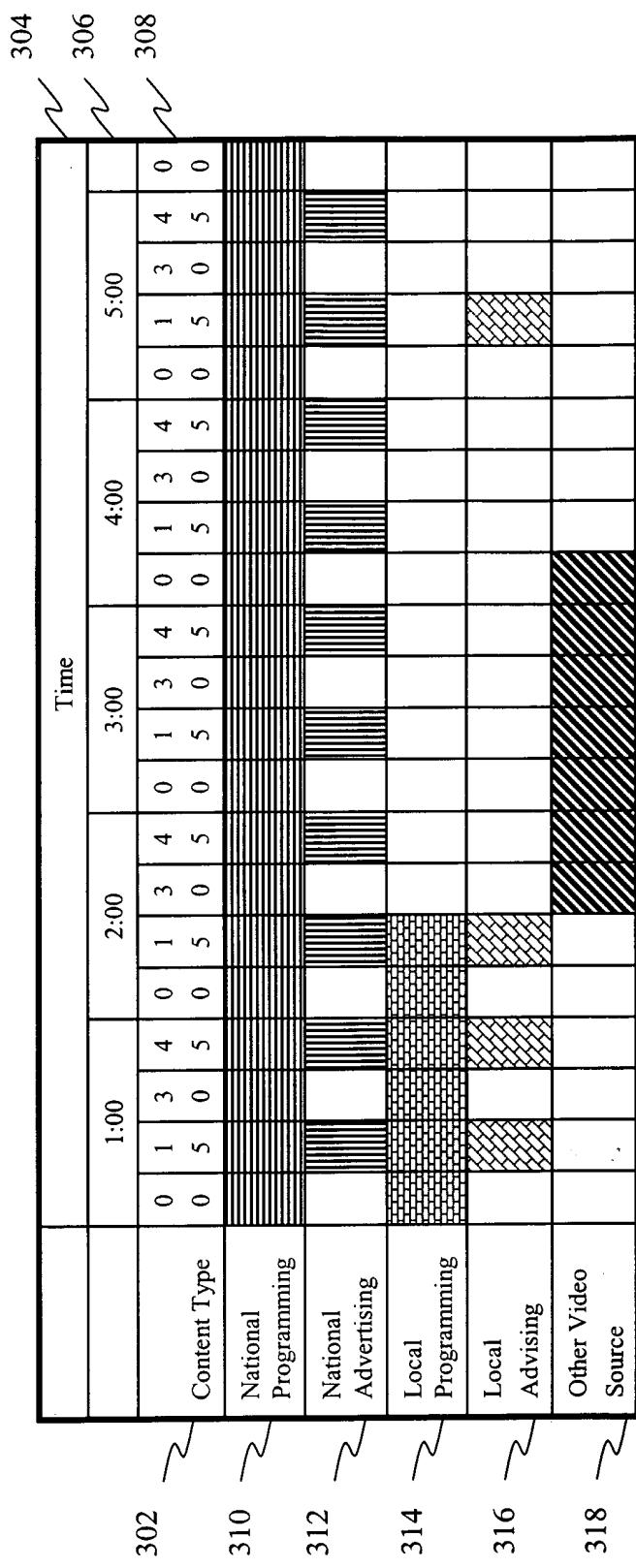


FIG. 3A

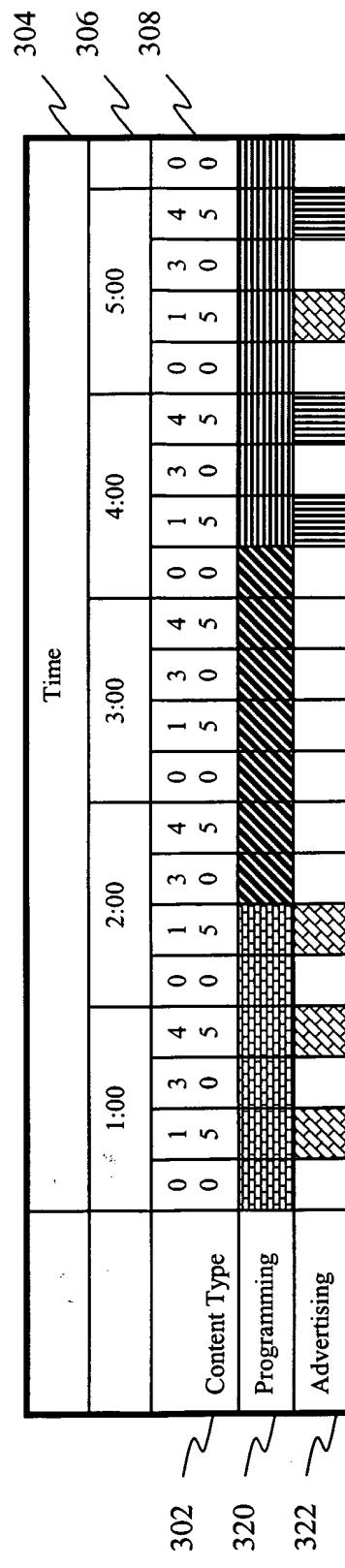


FIG. 3B

Replacement Sheet

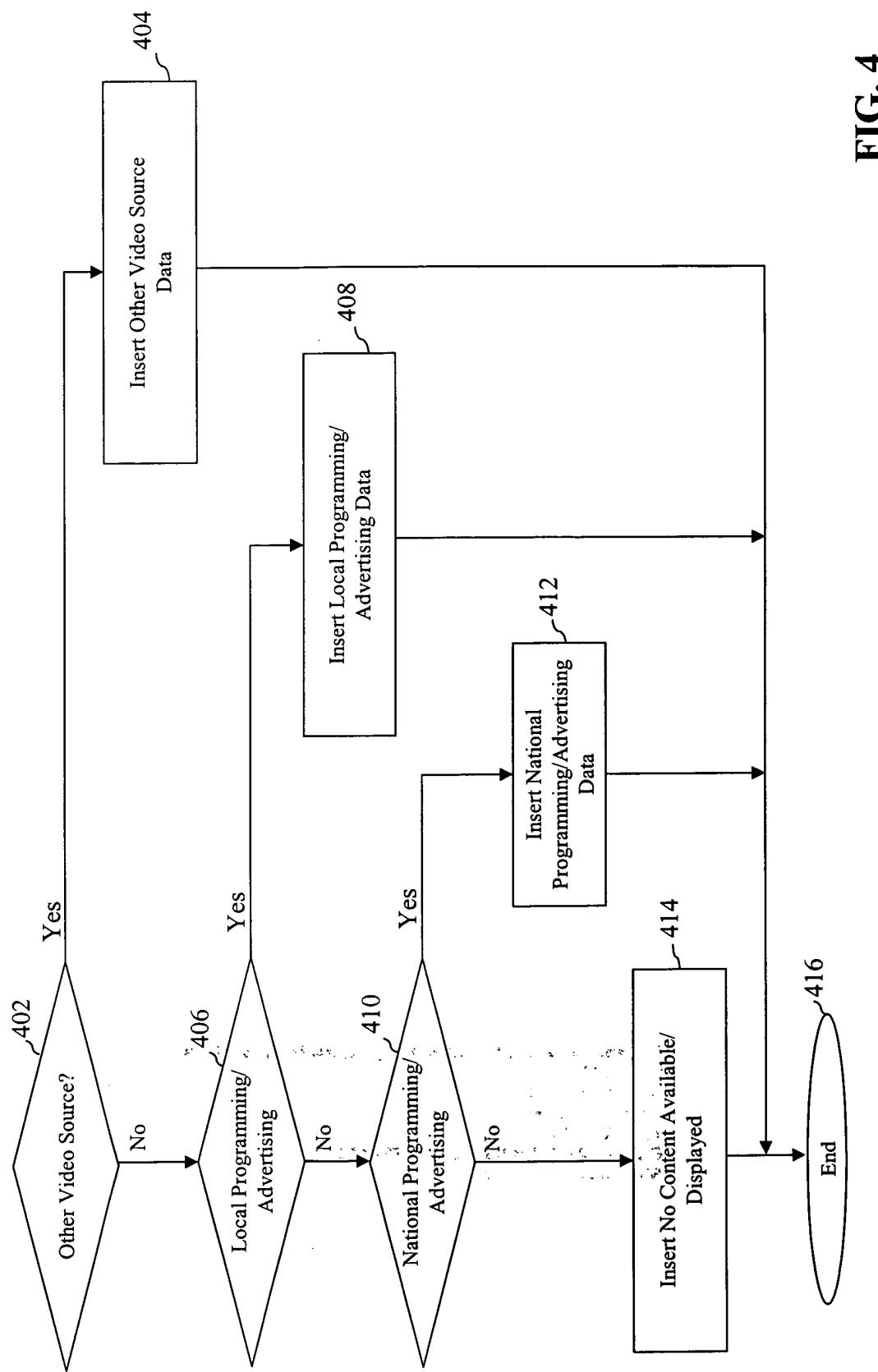


FIG. 4

Replacement Sheet

		Content	
		:00	NCAA Basketball
		:15	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad
		:30	NCAA Basketball
		:45	NCAA Basketball, Automobile Ad 1
		:00	NCAA Basketball
		:15	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament
		:30	DVD Movie - Science Fiction
		:45	DVD Movie - Science Fiction DVD Movie
		:00	DVD Movie - Science Fiction DVD Movie
		:15	DVD Movie - Science Fiction DVD Movie
		:30	DVD Movie - Science Fiction DVD Movie
		:45:	DVD Movie - Science Fiction DVD Movie
		:00	DVD Movie - Science Fiction DVD Movie
		:15	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1
		:30	NBA Basketball
		:45	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2
		:00	NBA Basketball
		:15	NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1
		:30	NBA Basketball
		:45	NBA Basketball, Airline Ad 1, Automobile Ad 4, Credit Card Ad 2
		:00	NBA Basketball

FIG. 5

502

504

506

508

510

Replacement Sheet

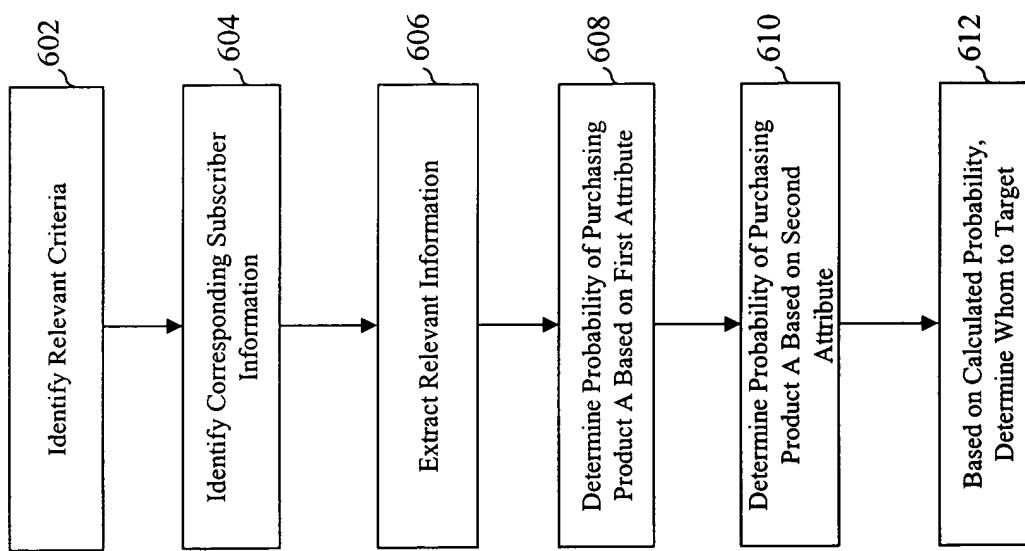


FIG. 6

Replacement Sheet

Subscriber Information Database Extract	Viewing Pattern	City	Purchased Product A
702	Show 1	A	Yes
	Show 2	A	Yes
	Show 3	A	No
	Show 1	B	Yes
	Show 2	B	No
	Show 3	B	No
	Show 1	C	No
	Show 2	C	Yes
	Show 3	C	No

FIG. 7A

Probability of Purchasing Product A	
Viewing History	Probability (%)
Show 1	66.7
Show 2	50.0
Show 3	0.0

Probability of Purchasing Product A	
City	Probability (%)
A	66.7
B	33.3
C	33.3

FIG. 7B

Probability of Purchasing Product A	
City	Probability (%)
A	66.7
B	33.3
C	33.3

FIG. 7C